

Global Digital Advertising Market Size study & Forecast, by Format (Search Advertising, Video Advertising, Social Media Advertising, Banner Advertising Others) by Platform (Mobile, Desktop and laptops, Others) and Regional Analysis, 2022-2029

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Abstracts

Global Digital Advertising Market is valued approximately USD XX billion in 2021 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2022-2029. The digital advertising market refers to the ecosystem of buying and selling advertisements online. It encompasses a range of platforms and channels, including search engines, social media, display advertising, mobile apps, and video streaming services. Digital advertising enables businesses to target and reach specific audiences with tailored messages and content, using a variety of formats such as text, images, audio, and video. Advertisers can use sophisticated targeting and analytics tools to optimize their campaigns and track their performance in real-time. The major driving factor for the Global Digital Advertising Market are increased internet penetration, growing use of social media and rising demand for data-driven marketing. Moreover, rising popularity for video advertising and growing popularity of e-commerce industry is creating lucrative growth opportunity for the market over the forecast period 2022-2029.

According to the International Telecommunication Union (ITU), the percentage of individuals using the internet worldwide increased from 18.0% in 2005 to 51.2% in 2019. Similarly, in the United States, the percentage of households with internet access increased from 18% in 1997 to 90% in 2019. Source: U.S. Census Bureau, 'Computer and Internet Use in the United States,' 2020. However, the high cost of Digital Advertising stifles market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Digital Advertising Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America is the largest market for digital advertising, with the United States being the biggest contributor to the market. The growth of the digital advertising market in this region is driven by the high internet penetration rate, the presence of major tech companies, and the shift towards digital media consumption. Asia-Pacific is the fastest-growing market for digital advertising, with China, Japan, and India being the major contributors. The growth of the digital advertising market in this region is driven by the increasing internet penetration rate, the growing number of smartphone users, and the rise of e-commerce.

Major market player included in this report are:

Google LLC

Facebook, Inc.

Microsoft Corporation

Twitter Inc.

Adobe Systems Inc.

Baidu, Inc.

Yahoo Inc.

IAC/InterActiveCorp

Amazon, Inc.

Conklin Media

Recent Developments in the Market:

TikTok launched TikTok Ads in 2019, which allows businesses to create and display ads on the TikTok platform. TikTok Ads offers various ad formats, including in-feed ads, brand takeovers, and hashtag challenges, and also offers targeting options based on user demographics and behavior.

Taboola and Outbrain merged in 2020 to create Taboola, which is a content discovery and advertising platform that allows businesses to create and display ads across a network of publisher websites. Taboola offers various ad formats, including native ads, video ads, and display ads, and also offers targeting options based on user behaviour and interests.

Global Digital Advertising Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

Report Coverage Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered Format, Platform, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

Customization Scope Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and Format offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Format:

Search Advertising

Video Advertising

Social Media Advertising

Banner Advertising

Others

By Platform:

Mobile

Desktop and laptops

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India
Japan
Australia
South Korea
RoAPAC
Latin America
Brazil
Mexico
Rest of the World

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